

January 27, 2022
10905 Balantre Ln.
Potomac, MD 20854

Amy Embrey, Realtor® and CEO,
Embrey Properties, LLC
Of Keller Williams Capital Properties

Dear Mr. Baumgardener,

My name is Amy Embrey and I have been a resident, homeowner, and voting citizen of Potomac for the last 22 years. I live in the Tara community and have been the president of our homeowner's association for the past 8 years, as well as a community volunteer in many other capacities. Serving the community and its best interests is a passion of mine. As a Realtor I run a busy real estate business where a large percentage of our clients are either buying or selling homes here in Potomac (or both).

Potomac is home to a large volume of residents that are original homeowners who moved here when these homes were built in the late 1970s and early 1980s to accommodate their family's need for space. I regularly have conversations with these same residents, now in their 70s and 80s as a chronological age, whose children have long since grown up and moved out, who no longer have need for the large square footage and are not as able bodied to manage the maintenance of these homes. The common problem that they present to me is that while their house no longer works for them, there isn't really anywhere in which they want to move that satisfies their desire to stay in this area near their friends and familiar places, with a smaller space that affords less maintenance and the ability to age in place. As we seek to accommodate our aging population, I see the Heritage Potomac project as a brilliant concept that will be incredibly desirable and a much needed resource for our residents. I can't see any downside.

I am very aware of and sensitive to the surrounding property owners' concerns about how this development could impact traffic and may negatively impact their property value. I drive South Glen and Norton Roads almost daily myself as I commute, and I certainly have no desire to add traffic congestion to this area. The reality is that the property involved

in this decision will certainly be developed in some way regardless of which plan is approved, and the Heritage Potomac proposed use will bring far less traffic than its currently approved zoning (a school). It is unique and tastefully designed in its proposal, and as a knowledgeable professional in the real estate industry I don't see any reason why this development would detract from the surrounding property values.

Furthermore, this development can help free up some of the scarce inventory in this area caused at least partly by seniors staying in homes longer than they otherwise would due to lack of appealing alternatives. This development gives them a great option that will allow them to move and free up more housing supply during this incredible shortage.


I aspire to stay closely informed of property matters in our county and I am aware of the Thrive 2050 plan that calls for more density to solve increasing housing shortages and affordability issues. The approval of Accessory Dwelling Units (ADUs) as well as alteration of current zoning in established neighborhoods to accommodate higher density are measures that are by far more contentious plans than this project and certainly cause more valid questions about traffic, infrastructure, and impact for existing property values. The Heritage Potomac project, unlike those proposals causes none of those challenges while accomplishing the same goals.

I highly encourage you to approve this development plan in the best interest of this community and I even propose that the number of units could be increased to 100% of the density allowed rather than the 84% that it is currently proposed because this is such an important resource for our aging population.

Incidentally, I was an advocate in our community's push to install the sidewalk around the bend at River Rd. between Riverwood Dr. and River Oaks Ln. I attended that hearing to advocate for the greater good of the community and listened to the residents whose properties abutted the sidewalk vehemently oppose the project, fearing it impacted their property values negatively. That project finished, and their property values have increased greatly since that time. Additionally the very project they opposed has given them and their neighbors a valuable safe passage to other areas such as the C&O canal and more. "People resist change because they focus on what they have to give up rather than what they

have to gain” - Rick Godwin. I hope we can all focus on the immense gain that our community will see from this unique resource.

Sincerely,

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Amy Embrey, Realtor and CEO
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